

Read Our Other Ads on Preceding Page and Page 2 Comic Section—Special Attention Given Mail Orders.

With the Opening of the Doors Monday Morning, May 10, We Launch Our Biggest and Best

# May White Sale

A Sale That Plans Many Economies—Offers Abundant Varieties—Asks Your Attention—Deserves Your Patronage

**"TO EXCEL"** that is the slogan of this store. To have each showing eclipse its predecessor, to have the merchandise handsomer and finer, the qualities sturdier, and more exquisite, is ever our ambition. We like to feel that every event we hold is bringing our patrons and ourselves to a keener appreciation of each other, that the present display always satisfies your requirements more accurately than its predecessor.

**WITH** this end in view, we set about planning for this event. You have learned to expect much of this sale, we want to surprise and delight you by eclipsing and excelling past performances. We were painstakingly careful about the selection of every garment, perhaps as some makers said to us, "too finicky." But considering our ambition this was hardly true. If we didn't buy carefully you would be disappointed and disappointments are always pleasantly absent from all our sales.

**NOW** that the merchandise itself is here, we're quite certain it will please you wonderfully well, it looks even daintier and finer than it did in the Eastern show-room. We have never invited you to a sale of larger and more varied assortments, more exquisite or sturdier qualities. And as for prices, they're truly quite amazing, entirely at variance with worth.

**YOU MAY KEY YOUR EXPECTATIONS VERY HIGH WITH THE ASSURANCE OF THEIR REALIZATION.**

## A Rich and Comprehensive Display of Beautiful Snow White Undermuslins All Underpriced

On our Second Floor there are great piles and bulging shelves of all the wanted garments. A distinctive feature is that the goods are new and first class. They are the garments demanded for present and future needs. The marked saving in price does not mean that the goods are in any way inferior, but it does mean that we buy from manufacturers direct, cutting out the middle men's profit.

We in turn mark our goods very close, thereby selling out quickly and buying more new goods in the same manner. This method of conducting a business means large savings to you. All of those who buy here know the above to be true. Those who have not investigated will be convinced by a careful comparison of values. We are more than willing to leave this decision to your judgment when you make this comparison. You are invited to call Monday.



### 45c GARMENTS AT 38c

Envelope Chemise with pretty embroidery or lace edging, ribbon run; Petticoats with deep flounce and tucked ruffles, embroidery, trimmed; Corset Covers with German val lace, others trimmed with ribbon and embroidery, ribbon run; Chemise Gown and Muslin Gown beautifully trimmed with lace and embroidery; and a dozen or more styles of Drawers, all daintily trimmed with pretty lace, embroidery or cluster. These garments are all generously full bodied, and excellent made of extra good quality soft finish materials, offering a wonderful choosing at 38c.

### \$2.45 GARMENTS AT \$1.75

No such values as these offered anywhere—at any time. These garments are a worth coming miles to see—just to know how beautifully undergarments can be made. The exquisite lace, the French ruffles, the dainty tucks, the pretty embroideries and medallions—ribbons knotted and tied in artistic effects make each piece a work of art. Gowns in numberless beautiful styles: Envelope Chemise, Combinations, Princess Slips, Drawers, Camisole Bodices and Petticoats beautifully made of sheerest materials. Choose them at.....\$1.75

### 95c GARMENTS AT 75c

Probably the most remarkable values of the entire sale are these beautiful garments at 75c each. Fully three dozen styles in gowns alone—fully two thousand garments in the lot. Crepe gowns, with dainty torchon lace, ribbon run; Gowns with wide eyelets drawn with ribbons, trimmed with dainty handkerchiefs and edging, ribbon bows and rosettes, others with three and four insets of shadow lace, with dainty Swiss embroidery, embroidered medallions, etc., etc. Envelope Chemise in beautiful styles, Drawers, Combinations, Teddy Bear Combinations, Princess Slips, Corset Cover Bodices, Petticoats and Petticoat Combinations—also Crepe Gown in dainty colors—Marcella, Gown, Drawers, Gown, French American hand embroidered, and scalloped edge—materials are of sheer nainsook, batiste and longcloth—Nursing Gown, etc. Choose among these at.....75c

### \$1.95 GARMENTS AT \$1.45

Amazing values in the finer grades of undergarments made of sheer batiste, fine nainsook, trypse, etc. including gowns of rare beauty, high or low neck, round square or V style. Drawers in every desired style; Camisole and Corset Cover Bodices, Petticoats, Envelope Chemise, Combinations in various styles, Princess Slips, etc. These are unusually well made, beautifully trimmed with French val, shadow and transparent lace, net laces, pretty medallions, ribbon rosettes and embroidery. Dozens of styles in each garment, and excellent examples of high quality, at a very moderate price. Choose.....\$1.45

### \$1.45 GARMENTS AT \$1.18

A wonderful choosing among thousands of dainty garments, made of sheer batiste, excellent quality longcloth, and nainsook, with trimmings of fine shadow lace, dainty embroideries, hand embroidery and linen lace. Included are Envelope Chemise Combinations of various styles, Gown, Petticoats, Drawers, Camisole Bodices, Princess Slips—some plain but daintily charming, others rich in adornment, all perfectly made, generously modeled in large, medium and small sizes. A choice of incomparable values is yours at.....\$1.18

### GARMENTS AT \$2.45 TO \$3.95

A rare assemblage of the most elaborate lingerie possible to produce. Each garment is a real artistic beauty—with individually the keynote throughout. They are lavishly adorned with real shiny, transparent, filet, shadow and val lace, organdie, Swiss and hand embroidery, Medallions, rosettes and ribbon laces. These are garments of every wanted kind, in every wanted style. Beautifully executed, in sheerest of lingerie—batiste, trypse and nainsook, and they are offered for your choosing in selections unmatched anywhere, at.....\$2.45 to \$3.95

### GARMENTS AT HALF PRICE

Garments slightly mussed, others accumulated through displays and handling, still others come from the makers as staples. Naturally we assemble these into one great lot and mark them, not at what they might bring, but at half their regular price. These garments are absolutely perfect in every other way, many will appear to you as perfectly fresh, but to us they only appear to one light—A WONDERFUL VALUE OFFERING AT HALF PRICE.

### \$2.95 GARMENTS AT \$2.25

New designs and ideas in garments of exquisite beauty, trimmed in French val and transparent lace, exquisite organdie embroidery and medallions, hand embroidery, ribbons, etc. Gown, Envelope Chemise, Teddy Bear Combinations, Drawers and Skirt Combinations, Slips, Drawers, Camisole Bodices and Petticoats. Some skirts have exquisite lace and net ounces, some beautiful embroidery. Gowns are rare examples of art, in numerous wonderful creations. All other garments are fascinatingly pretty in dozens and dozens of new styles, fit for a princess—or Miss El Paso to wear. The materials of course are as dainty and sheer as it is possible to make them. And they are the best values in El Paso at.....\$2.25

### CREPE DE CHINE GARMENTS

89c \$1.45, \$3.95, \$5.95 and \$7.95

Crepe de chine garments in white and in dainty colors present a marvelous assemblage of wonderfully pretty garments of every kind at very moderate prices. Beautiful Gown, Envelope Chemise, Combinations, Knickerbockers, Drawers, Camisole Bodices, Chemise, and Skirts. Trimmings are of exquisite filet and transparent lace, hand embroidery and chiffon or ribbon made flowers and beautiful medallions. Garments offered in unmatched values, and unprecedented selections at.....89c, \$1.45, \$3.95, \$5.95, and \$7.95

## White Sale

### Towels

(In the Basement.)

**COTTON HUCK TOWELS**—Size 18x26, with red striped fancy borders, 9c each.  
**MERCERIZED HUCK TOWELS**—Size 18x26, with plain white damask border in fleur-de-lys pattern, 20c values 15c each.  
**TURKISH BATH TOWELS HEMMED**—Size 18x24, \$1.75 each.  
**TURKISH BATH TOWELS, HEMMED**—Size 19x40, 10c each.  
**TURKISH BATH TOWELS HEMMED**—Size 22x44, 15c each.  
**ATHLETIC RIBBED BATH TOWELS**—An exceptionally strong towel, 20c each.

### Muslin Underwear

(In the Basement.)

**CHILDREN'S AND MISSES'**  
5c for children's drawers, waists and skirts.  
10c for children's drawers (tucked, hemstitched and ruffled), waist and skirts.  
Limit 1 dozen to a customer.  
15c for children's drawers, tucked and embroidered trimmed.  
25c for misses and children's drawers, princess slips, gowns and skirts.

### KNIT UNDERWEAR

**WOMEN'S UNION SUITS**—Made with either tight or umbrella knee; shoulder straps, the "stay-on" kind and run with silk tape; sizes 4 to 6—May White.....25c  
**WOMEN'S VESTS**—Swiss ribbed summer vests of fine gauze with hand crocheted front; regular and out sizes; well worth 25c; sale price.....15c  
**WOMEN'S VESTS 2 FOR 25c**—Of fine silk lisle—a gauze garment that has the appearance of silk; regular and out sizes; 25c  
**CHILDREN'S UNION SUITS**—"Three in One" style; including shirt, pants and suspender waist; both boys and girls; sizes 2 to 12 years; regularly priced 50c, special 39c

### HOSIERY SPECIALS

**CHILDREN'S HOSE**—Of extra fine quality silk lisle in white only. Onyx brand hosiery of quality; regular 25c  
**WOMEN'S HOSE**—Onyx brand in white only. Lisle, silk lisle and boot silk. Made with double garter tops, high spliced heels and double soles; always 50c a pair; special 3 pairs \$1—pair.....35c  
**WOMEN'S HOSE**—White silk in out sizes. Phoenix silk hosiery made with high spliced heels and double garter tops; always \$1 a pair regularly; May White Sale price.....69c  
**35c WHITE HOSE**—Women's hosiery of silk lisle. Onyx brand with double garter tops and high spliced heels; regular price 35c a pair; May White Sale price, pair.....25c

### SALE OF GLOVES

**GLOVES**—Swiss finish lisle gloves, 16 button length; all sizes, regular price 25c—Pair.....15c  
**GLOVES**—16 button length of Chamotte in white and natural, in a full range of sizes, pair.....29c  
**SILK GLOVES**—16 button length, with double finger tips, black and white—Pair.....65c  
**SILK GLOVES**—Embroidered and novelty stitched 16 button length pair.....95c

### WHITE HANDKERCHIEFS

Women's hemstitched shamrock lawn handkerchiefs with white or colored border, value 15c, each.  
Women's pure linen hemstitched embroidered corner handkerchiefs value 25c for.....18c  
Women's extra fine sheer pure linen hemstitched handkerchiefs, French and Madeira embroidered; value up to 75c—Sale price.....38c

### RIBBON SPECIALS

Satin and taffeta hair bow and scarf ribbon in widths from 4 to 6 inches; black, white and colors; yard.....19c

### NECKWEAR

Collars, collar and cuff sets, guimpes, chemisettes, vests, Dutch and rollover styles in the collars. Made of organdie, voile, chiffon, lace and nets; choice 19c, 38c, 55c, \$1.45. Worth about double.

## May White Goods and Linen Sale

**T**HOUSANDS OF YARDS of beautiful materials for Dresses and Waists in a profusion of attractive weaves and designs. Such a chance to lay in a supply of high grade white goods and beautiful quality Table Linens at substantial price-savings cannot be ignored by the thoughtful, prudent shoppers. The freshness and splendid variety of these stocks add to the attractiveness of this special buying opportunity.

**\$1.50 TO \$1.75 FABRIC, \$1.25**—All over embroidery white dress fabrics, 36 to 45 inches wide. The new weaves of Snowflake, Shadow Plaids, Organdies, Aligat and Plain Voile, embroidered dots and figures; May White Sale Price—Yard.....\$1.25

**\$2 AND \$2.50 WHITE GOODS, \$1.65**—An extraordinary assortment of the newest weaves and novelties in high class all-over embroidered White Goods; 35 to 45 inches in width; special—Yard.....\$1.65

**25c NOVELTY WHITE GOODS, 19c**—A great assortment of fine White Goods including Voiles, Lace Cloths, Loop Voiles and Crepes; 36 and 40 inches wide; May White Sale price—Yard.....19c

**PLAIN VOILE—YARD 12c**—Suitable for drapery uses; full 40 inches in width and a wonderful value—Yard.....12c

**WHITE NOVELTY DRESS GOODS, 14c**—Voiles, Lace Cloths and Crepes in plain and fancy weaves; 40 inches wide; 20c and 25c values, Yard.....14c

**No. 600—Longcloth 36 inches wide and very fine weave, 10 yards to the bolt and priced—Bolt.....\$2.25**

**White Nainsook and Longcloth—42 inches wide. The genuine Sea Island Cloth—10 and 12 yards to the bolt—Bolt.....\$2.29**

**Nainsook—Sheer fine weave; 36 inches wide. Just 100 bolts of this—Equal to most 20c grades—12 yard bolt.....\$1.25**

(Limit, 2 Bolts)

**"POPULAR" NURSE CLOTH, 19c**—Of fine round thread weave; 36 inches wide and suitable for women's dresses, boys' suits and nurse's uniforms and aprons; May White Sale price—Yard.....19c

**GENUINE FLAXONS, YARD 18c**—Checked and barred flaxons in eight different patterns; for dresses, aprons and aprons; 25c value—Yard.....18c

**25c LINGERIE BATISTE—YARD 18c**—A soft sheer finely woven fabric 40 inches in width. A limited quantity only; worth 25c; May Sale price—Yard.....18c

**STAPLE WHITE GOODS**—Prices are positively lower than we have ever before quoted—and it's difficult to tell when they will be at low again—if ever. 200 Pieces of Very Fine 36-inch Longcloth No. 2000 and XXX—Worth \$1.80 a Bolt, 12 Yard.....\$1.35

Bolt—Now.....\$1.35

(Limit, 2 Bolts to a Customer.)

**PURE WHITE LINEN, 39c Yd.**—Heavy weave, 45 inch Linen for the making of skirts and suits; one of the favorite fabrics of the season; May White Sale price—Yard.....39c

## Thousands of Yards of Laces & Embroideries in our May White Sale

We offer many special values—some of the lots represent special purchases and where this is the case the goods are fresh and clean and have never before been offered for sale. Others are broken lots that we will clear out—in such instances we have ignored the former values and cost.

**XXTRA SPECIAL—BABY EMBROIDERIES**—A special purchase enables us to offer choice of Baby Embroideries in Matched Patterns—Sheer materials at less than manufacturers cost. The kinds that are just suited for babies and children's clothes. Narrow edges and insertions that are worth 10c—Yard.....10c

**62-inch Edges and Dainty Readings worth up to 35c, Yard.....15c**

**18 and 27 inch Flouncings and 22 inch Allover; worth to 75c—Yard.....19c**

**XXTRA SPECIAL**—Edges of durable longcloth with perfect scallops and attractive designs—suitable for underwear and children's clothes—offered at less than manufacturer's cost

17c value 10c—25c value 12 1/2c; 40c value 15c.

**CORSET COVER EMBROIDERY 25c**—Nainsook in attractive patterns; Special yard.....25c

**TORCHON LACES**—Cotton and linen in attractive designs—edges and insertions to match, special yard.....4c

**ALLOVER EMBROIDERIES 25c**—Swiss or Nainsook; eyelet and blind patterns; excellent for blouses; values 25c to 50c, yard.....25c

**VAL LACES 40c DOZ.**—A table full of assorted laces in French and German makes; attractive designs and various widths; dozen.....40c

### Extra Special!

Two tables full of odd laces, edges and insertings in white, cream and black. All kinds and widths—for quick selling—

## Yard 1c

## Our Basement Sale of White Goods

We earnestly urge every woman who has not yet made full provision for all her needs in White Wear and Yard Goods of all kinds to come and buy as liberally as her requirements demand.

**LONSDALE MUSLIN** (Original Green Tick-etc.) 12 yards for \$1.00—Monday only. Limit \$1.00 to a customer. No Phone Orders.

**WAMSUTTA CAMBRIC**—36 in. wide, Nainsook finish, 15c quality 10c yard—Monday only. Limit 10 Yards. No Phone Orders.

**36 INCH LINGERIE CLOTH**—A very serviceable quality, yard wide Nainsook, 7c yard.

**72x90 SEAMED SHEETS**—3 for \$1.00. Limit 6 Sheets to a Customer. No Phone Orders.

**PEPPERELL SHEETS**—63x90.....54c  
72x90.....59c  
81x90.....64c  
90x108.....86c

**"WEARWELL" SHEETS 81x90**—A splendid heavy quality sheet, unequalled for family use—White Sale Special 65c each.  
**PILLOW CASES**—42x26 9c each.

**PILLOW CASES—PEPPERELL**—42x26.....13c  
45x26.....15c

**PILLOW CASES—"EXCELSIOR"**—Hemstitched, 42x36.....15c  
Hemmed, 42x36.....11c  
Hemmed, 45x36.....12 1/2c

**HEMMED CROCHET SPREADS**—Full bed size, heavy quality, \$1.25 value, 95c each.  
**HEMMED CROCHET SPREADS**—Full bed size, extra heavy weight, \$1.65 value, \$1.35 each.

**EXTRA SIZE HEMMED CROCHET SPREADS**, \$4.95, an exceptional value for family use, \$2.25 value, \$1.95 each.

**WHITE SATIN SPREADS**—Full size 78x88, very good designs. Extra special, \$3.50 value \$2.45.

**WHITE SATIN BED SPREADS**—Fringed with cut corners, \$3.00 value \$2.45.

**WHITE MARSEILLES SPREADS**—Extra size, 80x90, the most durable quality of spreads—\$4.50 value \$3.50.

**COTTON HUCK TOWELS**—Size 18x36, with striped border, 7 1/2c each.

**LADIES' MUSLIN UNDERWEAR**  
**EXTRA SPECIAL**—Ladies gowns, made of an excellent quality long cloth, trimmed at neck and sleeves with embroidery ribbon run.....25c each  
Limit 2 to a Customer.

**LADIES' DRAWERS**—Tucked and lace and embroidery trimmed including circular styles.....25c pair  
**LADIES' DRAWERS**—Made of good wearing quality muslin, with hemstitched ruffles.....15c pair

**CORSET COVERS**—Made of good quality nainsook, trimmed with embroidery, ribbon run.....15c each  
**CORSET COVERS**—Made of very serviceable quality nainsook, lace and embroidery trimmed.....19c each

**CORSET COVERS**—Made of excellent weight nainsook, lace and embroidery trimmed.....25c each

**The Popular DRY GOODS CO., INC.**

**NET TOP FLOUNCING 95c**—42 inches wide; new designs and perfectly executed. Very desirable for confirmation dresses—yard.....98c

ALL TELEPHONE LINES LEAD TO THE "POPULAR"—CALL 3300

SEE OUR WINDOW DISPLAY OF WHITE GOODS